

REMARKS

Claims 1, 2, 4-6, 9-15, 19-22, 35-37, and 39-50 are pending. Claims 1, 6, 12, 22, 39, 40, and 46 have been amended, claims 3, 7, 8, 16-18, 23-34, and 38 have been canceled, and new claim 50 has been added to recite additional features of the invention. Applicants respectfully submit that the amendments presented in this paper add no new issues, as many of them are based on features previously recited in dependent claims. Also, the number of claims added does cause the total number of pending claims to exceed the number of claims finally rejected.

Reconsideration of the application is respectfully requested for the following reasons.

At the outset, Applicants would like to thank the Examiner for graciously extending Applicants' representative an interview on November 9, 2006, to discuss the rejections in the Final Office Action. During the interview, Applicants emphasized that the amendments to the independent claims presented in this paper serve to further clarify the embodiments in the specification from the cited references, particularly with respect to the structural features drawn to separate transmitting devices that transmit different types of information for a plurality of shops, for example, in a mall to a mobile terminal of a person walking through the mall. The cited references do not teach or suggest these features, whether taken alone or in combination.

Moreover, Applicants note that claim 46 has been amended to clarify the features noted by the Examiner, i.e., as amended claim 46 recites that the "the operation server continuously receives *information derived from reception by a mobile communication network of a pilot signal* from

the mobile phone to confirm a location of the customer within the building.” These features are not taught or suggested by the cited references.

At the conclusion of the interview, the Examiner indicated that he would postpone his decision concerning the allowability of the claims pending consideration of this paper, which discuss the aforementioned differences in greater detail as follows.

In the Final Office Action, claims 1-2, 5-15, 17-22 and 35-49 were rejected under 35 USC § 103(a) for being obvious in view of a Johnson-O’Hagan combination. This rejection is respectfully traversed for the following reasons.

Claim 1 has been amended to clarify that the system of the present invention is provided to supply information on different shops within a building, which, for example, may correspond to different stores within a mall. Further amendments have been made to clarify a structural configuration of such a system, e.g., claim 1 defines a system which uses different transmitting servers/devices to communicate different types of information to a customer’s mobile terminal under different circumstances. These features are not taught or suggested by the cited references, whether taken alone or in combination.

More specifically, claim 1 recites a database server that “receives and stores information on a plurality of different shops within a building.” These features are not taught or suggested by Johnson and O’Hagan, i.e., Johnson patent discloses storing information for a Starbucks store in a city and O’Hagan discloses storing information for different products in a grocery store.

Neither patent teaches or suggests receiving and storing information for a plurality of different shops in a building, which, for example, may correspond to different stores in a mall.

Claim 1 further recites a data transmission server and a sudden information data transmission device. The data transmission server automatically transmits a first type of information on the shops to the customer's mobile terminal when the customer enters the building. The sudden information data transmission device is "coupled to control terminals in the shops" and is "installed within a predetermined area different from the prescribed location of the data transmission server." The Johnson and O'Hagan patents do not teach or suggest these features.

The Johnson patent discloses a transmission system (e.g., a cellular base station) to transmit information to a customer terminal. The Johnson patent, however, does not teach or suggest using different transmission systems ("data transmission server" and "sudden information data transmission device") at different locations within a building ("installed within a predetermined area different from the prescribed location of the data transmission server") to transmit different types of information including sudden event information to a mobile terminal. Rather, all information transmitted to the Starbucks coffee shop mentioned at column 8 of the Johnson patent is received through a single transmission system, namely a cellular base station, which is not located in a building of shops at a location different from a data transmission server as required by claim 1.

The O'Hagan patent is equally deficient, i.e., wireless LAN 16 is the only device which transmits information to a customer as the customer moves through the aisles of a grocery store. A customer in the O'Hagan system does not receive different types of information from a data transmission server and a sudden information data transmission device provided at different locations in a building containing multiple shops, such as a mall.

Claim 1 further recites that the sudden event information is transmitted to the customer terminal "while the customer is within a range of said sudden information data transmission device where reception by the mobile terminal is possible." The Johnson and O'Hagan patents do not teach or suggest these features. In Johnson, information regarding a sale price being offered by Starbucks is only transmitted when a customer terminal enters a certain area as determined by a triangulation or GPS-based algorithm. In contrast to claim 1, this sale information is not transmission based on a determination of whether the customer terminal is within a range of transmission system within the building as recited in claim 1.

O'Hagan is also deficient in this respect, as its disclosure indicates transmitting coupon information to a customer terminal only when the customer gets close to a certain product within his shopping cart when traveling down one of the aisles in a grocery store.

Applicants respectfully submit that the foregoing differences are sufficient to patentably distinguish claim 1 and its dependent claims from the cited references.

Claim 39 recites that data transmission server is located at an entrance into the building. These features are not taught or suggested by the cited references. As previously discussed in

view of the amendments to claim 1, the data transmission server and sudden information data transmission device are separate units provided in different locations. From claim 39, it is clear that the location of the data transmission server is at an entrance of a building containing a plurality of shops, and that the sudden information data transmission device is not at this location. These features are not taught or suggested by the cited references.

Specifically, in Johnson, a cellular base station performs all of the transmissions to the customer terminal. This base station is not located in a building and certainly not at an entrance of a building. Moreover, Johnson does not teach or suggest a sudden information data transmission device at a different location from the entrance which transmits sudden event information. The O'Hagan is also deficient in this respect, as it only discloses a wireless LAN 16 that transmits information to a customer terminal in a grocery store.

Claim 45 recites that "the operation server confirms a location of the customer's mobile terminal *through manipulation of the data transmission server by the customer.*" (Emphasis added). These features are not taught or suggested by the cited references. In the Johnson patent, the location of the customer terminal is only determined through triangulation. It is therefore purely passive in nature and triggered only when the customer moves into proximity of a Starbucks. The user does not in any way manipulate a data transmission server to allow the server to confirm the customer's location.

In O'Hagan, the customer's location is determined by location sensors 124 located throughout the aisles of a grocery store. Thus, like Johnson, the O'Hagan system is also passive

and not triggered by a customer's manipulation of a data transmission server as recited in claim 45.

Claim 46 recites that "the mobile terminal is a mobile phone" and that "the operation server continuously receives information derived from reception by a mobile communication network of a pilot signal from the mobile phone to confirm a location of the customer within the building, said confirmation serving as a pre-condition to transmitting the sudden information to the mobile terminal." These features are not taught or suggested by the cited references, whether taken alone or in combination.

Claims 12 and 22 recite features similar to those which patentably distinguish claim 1 from the cited combination. Applicants therefore respectfully submit that claims 12, 22, and their dependent claims are allowable.

New claim 50 recites that "the sudden information includes a sudden promotional or sale event beginning in said corresponding one of the shops, and wherein transmission of the sudden information is initiated after a confirmation has been performed indicating that the customer has entered and is still located in the building." These features are not taught or suggested by the cited references, whether taken alone or in combination.

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and timely allowance of the application is respectfully requested.

Serial No. 10/012,459
Reply to Final Office Action of July 27, 2006

Docket No. K-0355

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

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